
NEWS RELEASE

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Ministry of Agriculture

Funding for Hardbite Potato Chips supports local farmers

MAPLE RIDGE – Chip lovers all over the province can get snacking with locally grown and produced Hardbite Chips.

With \$71,750 in funding from the B.C. government's Buy Local program, Naturally Homegrown Foods is building and strengthening relationships with its consumers.

Naturally Homegrown Foods has emerged in the agrifoods industry and is making a name for the Hardbite Chip product. To continue on the path of success, the company is aiming to increase repeat purchases, attract new local trade retailers and build customer loyalty.

The Buy Local funding is being used to promote the Hardbite potato chip brand with traditional print advertising, in-store demos of the hand-crafted chips and through online channels to increase awareness of the product. Additionally, Naturally Homegrown Foods will have a presence at local tradeshow and events to network with retailers.

The journey to making a potato chip free from GMOs, trans fat, gluten and cholesterol began over 14 years ago. Other products from Naturally Homegrown Foods include locally sourced root vegetable products such as Hardbite Parsnip Chips.

The Buy Local program has received \$6-million in B.C. government funding since 2012 to increase sales of locally grown and processed agrifood and seafood products within British Columbia.

Building the local market for B.C. foods is a key commitment of government's Agrifoods Strategy, a component of the BC Jobs Plan, to lead the agrifoods sector growth into a \$14-billion-a-year industry by 2017.

The provincial government's Buy Local program is administered by the Investment Agriculture Foundation of British Columbia. Applications are available at: <http://iafbc.ca/funding-opportunities/buy-local/>

Quotes:

Doug Bing, MLA, Maple Ridge-Pitt Meadows –

“Hardbite Chips showcase natural, local flavours found in B.C.– grown right in our backyard. The province's Buy Local program supports local companies like Naturally Homegrown Foods to expand and explore their potential in the agrifoods market.”

Kirk Homenick, president, Naturally Homegrown Foods –

“While there are many reasons for consumers to support buy local programs we believe that this program is effective in highlighting the many strengths of our local agrifood system. In turn the consumer reduces the environmental impact and supports local job growth. We are very pleased to participate in this great program and connect with the local consumer.”

Learn More:

Naturally Homegrown Foods: <http://hardbitechips.com/>

B.C. Buy Local program: <http://www2.gov.bc.ca/gov/content/industry/agriculture-seafood/agriculture-business-and-economy/programs/bc-buy-local-program>

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